

Message Text

CONFIDENTIAL

PAGE 01 SOFIA 01650 01 OF 02 140632Z

11

ACTION EUR-25

INFO OCT-01 ISO-00 AGR-20 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 PRS-01 DRC-01 /082 W

----- 014985

R 140445Z SEP 74

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 8616

USIA WASHDC

USDOC WASHDC

INFO AMEMBASSY VIENNA

C O N F I D E N T I A L SECTION 1 OF 2 SOFIA 1650

STATE PASS USDA FOR ASSTSEC LONG AND ARS (EDMINISTER)

STATE FOR EUR/EE AND EB

USDOC FOR DEPUTY UNDER SEC. PANTOS AND BEWT (ABRAHAMSON/TECHSCHULTE/
MATHES)

USIA FOR ICS/E AND IEE

VIENNA FOR EWTC AND REX

E.O. 11652: N/A

TAGS: BEXP, ETRU, BU

SUBJECT: PLOVDIV FAIR: SUMMARY AND EVALUATION

REF: SOFIA 1630

1. SUMMARY: PRELIMINARY RESULTS AS OF CLOSE OF US EXHIBITION
INDICATE SALES OF \$615,000 OFF STAND AND EXPECTED 12 MONTH SALES
TOTALING \$5,375,000. ADDITIONAL MAJOR CONTRACT EXCEEDING \$5
MILLION MAY BE CONFIRMED WITHIN 10 DAYS. THIS COMPARES WITH TOTAL
US EXPORTS TO BULGARIA IN 1972 OF \$3.5 MILLION AND IN 1973 OF
\$6.5 MILLION.

2. REFTEL AND PREVIOUS TELEGRAMS HAVE REPORTED HIGH INTEREST IN AND
CONFIDENTIAL

CONFIDENTIAL

PAGE 02 SOFIA 01650 01 OF 02 140632Z

EFFECTIVENESS OF US PAVILION AS A WHOLE IN PORTRAYING THINGS

FOR WHICH THERE IS A BASIC NEED IN THE BULGARIAN ECONOMY. ITS COHERENT MESSAGE AND ATTRACTIVE PRESENTATION DID MUCH TO ATTRACT THE MORE THAN 260,000 ESTIMATED MEMBERS OF THE GENERAL PUBLIC, AND THE MANY BULGARIAN GOV'T, ECONOMIC, AND AGRICULTURAL OFFICIALS.

3. MOST OFFICIALS CONTACTED PREVIOUSLY BY AMBASSADOR AND EMBASSY OFFICERS PUT IN APPEARANCES AT PAVILION AND CAME PREPARED TO SPEND CONSIDERABLE TIME WITH THE VARIOUS EXHIBITORS. ARS SPECIALISTA, PUCKETT AND LEVIN, PROVIDED ADDITIONAL INTEREST AND DRAWING CARD DESPITE CONFLICT OF INTEREST REPORTED BY EXHIBITORS (SEE PARA 14 BELOW). (LEVIN NOW INVOLVED IN MINAG-ARRANGED PROGRAM OF LECTURES, MEETINGS AND FIELD TRIPS; SEPTTEL WILL FOLLOW).

4. OVERALL CONSENSUS IS THAT THIS INITIAL USIA-COMMERCE COOPERATIVE VENTURE WAS VERY SUCCESSFUL AND HIGHLY EFFECTIVE. THE USIA CORE EXHIBIT PROVIDED ESSENTIAL TONE, THEME AND SPIRIT WHICH WAS MUCH APPRECIATED BY BOTH EXHIBITORS AND VISITORS. BY PROVIDING EDUCATIVE AND ENTERTAINMENT MEDIA FOR THE GENERAL PUBLIC, CORE EXHIBIT ENABLED COMMERCIAL EXHIBITORS TO DEMONSTRATE EQUIPMENT AND NEGOTIATE WITH OFFICIALS WITHOUT BEING DISTRACTED.

5. ELEVEN COMMERCIAL EXHIBITORS PARTICIPATED IN THE 1974 PLOVDIV FAIR REPRESENTING 20 AMERICAN COMPANIES. (NO-SHOW WELT INTERNATIONAL NOT INCLUDED). IN ADDITION TWO USIA RECRUITED EXHIBITORS REPORTED SUBSTANTIAL SALES BOTH OFF STAND AND EXPECTED DURING NEXT TWELVE MONTHS. DETAILED RESULTS AND EVALUATION FOLLOWS.

6. CARNATION GENETICS. OFF STAND NIL, EXPECTED 12 MONTHS \$20,000. RONALD EUSTICE, DIRECTOR INTERNATIONAL MARKETING, CONFIDENT THAT SALES IN BULGARIA WILL DEVELOP AFTER PRELIMINARY TRIAL TESTS, AND WOULD WELCOME OPPORTUNITY TO PARTICIPATE IN FUTURE EXHIBITS.

7. CHARLES MACHINE WORKS. OFF STAND SALES OF DITCH WITCH EQUIPMENT LIKELY TO BE \$25,000 PENDING SATISFACTORY FIELD TESTS OF EQUIPMENT IN THE SOFIA AREA. ESTIMATED 12 MONTH SALES TO EXCEED \$300,000. GENE BRIEGGE, FACTORY REPRESENTATIVE FOR INTERNATIONAL MARKETING, REPORTS BEING COMPLETELY SATISFIED AT HAVING PARTICIPATED
CONFIDENTIAL

CONFIDENTIAL

PAGE 03 SOFIA 01650 01 OF 02 140632Z

IN PLOVDIV FAIR.

8. COMPUCORP, COMPUTER DESIGN CORPORATION. OFF STAND \$50,000. ESTIMATED 12 MONTH \$100,000. JACQUELINE TIDD, SALES MANAGER, PRAISED ASSISTANCE PROVIDED BY EMBASSY ENABLING COMPANY TO APPOINT AGENT IN BULGARIA. HIGHLY APPRECIATIVE OF STAND DESIGN AND RESULTS OF COOPERATIVE EFFORT COMMERCE/USIA. WILL WELCOME PARTICIPATION IN FUTURE SIMILAR SHOWS.

9. CORN PRODUCTION SYSTEMS (ALSO REPRESENTING STEIGER TRACTOR, DICKY JOHN CORPORATION, MILLER MANUFACTURING CORP., LOCKWOOD, CALUMET CO., CHAMPION PRODUCTS INC., CLASS, AND FAHR) HAVE NOT REPORTED ANY OFF STAND SALES OR 12 MONTH FORECAST. MAJOR CONTRACT IN SUPPOSEDLY TO BE UNVEILED WITHIN THE NEXT TEN DAYS WHICH IS EXPECTED TO EXCEED 5 MILLION DOLLARS FOR WORK ON APPROXIMATELY 60,000 HECTARES, TO START EARLY 1975. JOSEPH HILL, VICE PRESIDENT, REPORTED SATISFACTION AT RESPONSE OF MINISTRY OF AGRICULTURE OFFICIALS AT FIELD DEMONSTRATIONS OF CPS HEAVY EQUIPMENT.

10. INTERNATIONAL HARVESTER EXPORT CORPORATION. OFF STAND \$13,000 EXPECTED 12 MONTH CONSERVATIVE \$130,000. JOHN SCANAVY, TERRITORY MANAGER, REPORTS EVENT WELL ORGANIZED AND ATTENDANCE NUMEROUS BUT FEW ACTUAL PROSPECTS, AND NONE FROM NEIGHBORING COUNTRIES. OUTSIDE FAIR GROUNDS, DESORGANIZATION, AND "HARRASSMENT" BY AUTHORITIES.

11. HESSTON CORPORATION. OFF STAND SALES \$166,600 (BASED ON PROTOCOL SIGNED DURING EVENT. CONTRACT PENDING FINALIZATION), ESTIMATED 12 MONTH SALES \$200,000. PETER PFEIFFER, SOUTHERN REGIONAL MANAGER, STATED EXHIBIT EXCELLENT BUT DISAPPOINTED THAT VISITS MAINLY MADE BY MINAG OFFICIALS AND VIRTUALLY NO CONTACTS WITH STATE FARM OFFICIALS.

12. JOHN DEERE AND COMPANY. OFF STAND SALES NIL (COMPANY EXHIBITED TWO TRACTORS, ONE BELONGING TO BULGARIAN STATE FARM

CONFIDENTIAL

NNN

CONFIDENTIAL

PAGE 01 SOFIA 01650 02 OF 02 140813Z

11

ACTION EUR-25

INFO OCT-01 ISO-00 AGR-20 CIAE-00 EB-11 INR-11 LAB-06

NSAE-00 PA-04 RSC-01 SIL-01 PRS-01 DRC-01 /082 W

----- 016107

R 140512Z SEP 74

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC 8617

USIA WASHDC

USDOC WASHDC

INFO AMEMBASSY VIENNA

C O N F I D E N T I A L SECTION 2 OF 2 SOFIA 1650

STATE PASS USDA FOR ASSTSEC LONG AND ARS (EDMINISTER)

STATE FOR EUR/EE AND EB

USDOC FOR DEPUTY UNDER SEC. PANTOS AND BEWT (ABRAHAMSON/STECHSCHULTE/
MATHES)

USIA FOR ICS/E AND IEE

VIENNA FOR EWTC AND REX

E.O. 11652: N/A

TAGS: BEXP, ETRU, BU

SUBJECT: PLOVDIV FAIR: SUMMARY AND EVALUATION

REF: SOFIA 1630

AND OTHER ALREADY SOLD IN YUGOSLAVIA). ESTIMATED 12 MONTH
SALES \$2 MILLION RESULTING FROM DEERE AND COMPANY EFFORTS
OVER THE PAST SIX YEARS. HANS-JUERGEN MELITZAN
TERRITORY MANAGER, REPORTS GREAT EXPECTATION FOR DEERE
EQUIPMENT OVER THE NEXT 3-5 YEARS BUT AT THE MOMENT
BULGARIANS NOT PREPARED TO ESTABLISH A MECHANIZATION
PLAN CENTERED AROUND WESTERN MACHINES.

CONFIDENTIAL

CONFIDENTIAL

PAGE 02 SOFIA 01650 02 OF 02 140813Z

13. STAUFFER CHEMICAL. OFF STAND SALES \$325,000. ESTIMATED
12 MONTH SALES \$600,000. BJORN KRIENKE, REGIONAL MANAGER,
REPORTS HAVING OBTAINED VERY USEFUL INFORMATION ABOUT SIZE OF
MARKET, COMPETITIVE PRODUCTS, PRICING STRATEGY AND EXPECTED
GROWTH. DUE TO CONTACT WITH RIGHT PEOPLE, STAUFFER WAS ABLE
EXECUTE REGISTRATION PROCEDURES OF NEW CHEMICALS. ALSO WAS ABLE
TO SCREEN THREE PROSPECTIVE AGENTS. EXPRESSED INTEREST IN FUTURE
PARTICIPATIONS IN OTHER EASTERN EUROPEAN COUNTRIES.

14. PERRY HARVESTER CORPORATION. OFF STAND NIL. (ONLY SCALE
MODELS OF FRUIT HARVESTING MACHINES WERE EXHIBITED). ESTIMATED
12 MONTH SALES 50,000 EQUIVALENT TO ONE HARVESTING MACHINE
FOR TESTING PURPOSES. JAMES PERRY, PRESIDENT, REPORTS "USIA
EXHIBIT AND AGRICULTURAL EXPERT EXTENSIVELY AND EXCLUSIVELY
PROMOTED A COMPETITOR'S PRODUCT, AND THAT NOT ENOUGH RESPONSIBLE
BULGARIANS VISITED STAND."

15. TOWNER MFG CO. OFF STAND SALES NIL. (NO EXHIBIT).
EXPECTED 12 MONTH SALES \$10,880 EQUIVALENT TO ONE HAND GRADER.
BASIL TWIST, PRESIDENT, REPORTS THAT SHOW WAS MOST HELPFUL IN

PROVIDING EXPERIENCE AND INFORMATION THAT MAY BE USED FOR FUTURE EFFORTS IN THE EASTERN EUROPEAN MARKETS. THE GROUND WORK AND EXPOSURE GAINED AT THIS FAIR WILL RESULT IN FUTURE LIMITED BUSINESS IN BULGARIA.

16. WELT INTERNATIONAL. NO SHOW, NO EXHIBIT, NO INTEREST.

17. ZERO MANUFACTURING. BLAST N PEEN DIVISION REPRESENTED BY SINGER PRODUCTS. OFF STAND SALES NIL. 12 MONTH SALES \$50,000 DESPITE LATE ARRIVAL OF COMPANY REPRESENTATIVE. ZERO MILK TANK DIVISION REPORTS IMPOSSIBILITY ESTIMATING FUTURE SALES AS THESE DEPEDN ON ADAPTION BY BULGARIANS OF NEW MILK HANDLING TECHNIQUES. ART OTTESON, ASSISTANT TO GENERAL MANAGER, REPORTS BEING EXTREMELY PROUD OF GOLD MEDAL GIVEN TO ZERO.

18. MIX MILL INC. (USIA RECRUITED EXHIBITOR). OFF STAND SALES BY REPS OF MIX MILL RESPONDING TO CABLE REQUESTING ASSISTANCE \$35,000 ESTIMATED 12 MONTH SALES \$300,000. MINAG INTERESTED IN BACON BIN COULD PUSH SALES UP BY ADDITIONAL MILLION DOLLARS.

19. BADGER NORTHLAND INC. (USIA RECRUITED EXHIBITOR). OFF STAND
CONFIDENTIAL

CONFIDENTIAL

PAGE 03 SOFIA 01650 02 OF 02 140813Z

NIL. ESTIMATED 12 MONTH OVER \$1 MILLION IN COMPLETE SILLAGE STOWING SYSTEMS FOR YUGOSLAVIA. BOB SCHOOL, EXPORT MANAGER, REPORTS HAVING GAINED MUCH EXPOSURE IN MARKET WHICH WILL ENABLE HIM TO FORMULATE FUTURE MARKETING STRATEGY. COMPANY WILL RELY HEAVILY ON MASSEY FURGUSON, ITS PARENT COMPANY, FOR ITS PROMOTIONAL AND SALES EFFORT IN EASTERN EUROPE.
HERZ

CONFIDENTIAL

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: TRADE PROMOTION, SALES, EXHIBITS, COST ESTIMATES
Control Number: n/a
Copy: SINGLE
Draft Date: 14 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: golinofr
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974SOFIA01650
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: DG ALTERED
Executive Order: GS
Errors: N/A
Film Number: D740257-0876
From: SOFIA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740945/aaaablpg.tel
Line Count: 258
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION EUR
Original Classification: CONFIDENTIAL
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 5
Previous Channel Indicators:
Previous Classification: CONFIDENTIAL
Previous Handling Restrictions: n/a
Reference: SOFIA 1630
Review Action: RELEASED, APPROVED
Review Authority: golinofr
Review Comment: n/a
Review Content Flags:
Review Date: 20 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <20 MAR 2002 by elyme>; APPROVED <20 MAY 2002 by golinofr>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PLOVDIV FAIR: SUMMARY AND EVALUATION
TAGS: BEXP, ETRD, BU, US
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005